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10-25-2012

# Business Innovation Group (BIG) News

Georgia Southern University

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## Financial speakers provide insight to students

October 25, 2012



Chris Welter, an entrepreneurship professor at Georgia Southern University, hosted three speakers to allow his students to learn about finances and the financial perspective in business. Larry Zaslavsky, an attorney, Steven Sanders of Sea Island Bank and a graduate of Georgia Southern, and Kevin Werntz, president and founder of Whirled Peas, a board game, answered students' questions about the given topic.

Zaslavsky and Sanders both agree that the biggest common mistake among new businesses is a lack of capital. *"You have no resources at all and have to find someone who wants to invest in your company," Zaslavsky said.* Werntz, speaking from an entrepreneur perspective, told students that the first thing they must do is ask would they loan money to themselves for their company.

Knowing your product and doing your homework when you have an innovative idea is a key aspect to networking. *"Look around to what is currently going on and know who to talk to," Werntz said.*

Tips to remember:

- Come up with your tweetable pitch. Be able to pitch your story in 140 characters.
- A business plan is essential.
- If you lack experience in the industry of your choice, find a consultant.

[slideshow]

# Can you get something bigger or better?

October 25, 2012

Entrepreneurship Club Presents:  
The Bigger or Better competition!  
1st place cash prize.  
When: OCT 29th-NOV 1st

## Rules

1. Teams of two
2. \$10 dollar team entry fee.
3. Each team starts with the same product and has to **trade** that product for something bigger or better to people around campus.
4. Must record each transaction.
5. Who ever has the biggest or better product at the end-wins.



entrepreneurship.

Contact Rick Murray for more information.  
Email: [rm02070@georgiasouthern.edu](mailto:rm02070@georgiasouthern.edu)

First Place Wins \$100 Gas Card

When: Begins Oct. 29th at 5:30pm

Where: COBA room 1116

At the end of the month, the Entrepreneurship Club will be hosting a “Bigger or Better” competition that is sure to challenge the entrepreneurial minds of all participants. As mentioned in the graphic, each team of two will begin with a product that they must attempt to continuously exchange for a bigger or better product during the allotted time period. At the end of the competition, the final items will be judged and the team with the biggest and best product will win! Contact Mr. Rick Murray today for any additional questions you may have, and to be apart of a truly exhilarating competition!